



Eva Berger
School of Media Studies
College of Management Academic Studies

June, 2024

CURRICULUM VITAE

1. Personal Details

Phone +972-52-5401023

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2. Higher Education

A. Undergraduate and Graduate Studies

1982-1985	Tel Aviv University	Film and Television	B.A. (cum laude)	1986
1985-1987	New York University	Media Ecology	M.A.	1987

B. Doctoral Degree and Post-Doctoral Studies

1988-1991	New York University	Media Ecology	Ph.D.	1991
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C. Other Education

Course: Mediation and Conflict Resolution, Israeli Academic Research Institute of Conflict Resolution and Mediation.

2002 Course: "The Craft and Commerce of Cinema" – Hollywood Studios, LA (With NYU Stern School of Business, Department of Entertainment, Media and Technology)

3. Prizes and Awards

2023 The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction (for the book: Berger, E. (2022). *Context Blindness: Digital Technology and the Next Stage of Human Evolution*. NY: Peter Lang.)
Media Ecology Association

2024 J. Talbot Winchell Award for Indispensable Contributions, Accomplishments and Timebinding Efforts in Service to the Field of General Semantics
Institute of General Semantics



4. Academic Ranks and Tenure in Institutes of Higher Education

Dates	Institution and Department	Rank/Position
2000-Present	School of Media Studies College of Management Academic Studies	Tenured Senior Lecturer (Assistant Professor)
2013-2016	Tel Aviv Jaffa College	Adjunct
2005-2007	IDC – Interdisciplinary Center – Herzliya, International School of Government	Adjunct
2005-2006	Tel Aviv University, Department of Film and Television	Adjunct
2002-2006	The College for the Teaching of Technology, Department of Film and Communication	Adjunct
1995	New York University, Department of Culture and Communication	Visiting Professor – Summer Course
1994-1996	Tel Aviv University, Journalism Studies (Diploma)	Adjunct
1994-1995	Sam Spiegel Film School, Jerusalem	Adjunct
1993-1994	New York University, Department of Culture and Communication	Visiting Professor
1992-2000	School of Media Studies College of Management Academic Studies	Tenured Assistant Professor
1991-1992	Levinsky Teachers Seminar	Adjunct
1991-1996	Tel Aviv University, Department of Film and Television	Assistant Professor
1989-1991	New York University, Department of Culture and Communication	Teaching Fellow

5. Offices in Academic Administration

- 2006-Present Member of the Academic Board
- 2014-2019 Head, Content and Production Program of Study
- 2006-2012 Dean, School of Media Studies
- 1992-2000 Head, Communication and Persuasion Track



6. Scholarly Positions and Activities outside the Institution

- 2022-Present Reviewer Comunicar Journal
<https://www.revistacomunicar.com/index.php?idioma=en>
- 2020-Present Secretary, Member of Executive Committee and Board of Trustees - Institute of General Semantics
- 2020-Present Member of Editorial Board of New Explorations journal: Studies in Culture and Communication. New Explorations Association (www.newexplorations.net).
Online ISSN: 1234-5678
<https://jps.library.utoronto.ca/index.php/nexj/issue/view/2280>
- 2021-2022 Member of Nominating Committee - 25 Outstanding Women Listeners in the World - The Global Listening Centre.
- 2011-Present Member of Editorial Board of Giluy Daat: A Multidisciplinary Journal on Education, Society and Culture. Seminar Hakibbutzim Publishers.
- 2011 Judge - Peer Review Process – MEA Convention Proceedings.
- 2010 Judge – Peer Review Process – Journal of the Israel Communication Association.
- 2009-Present Member – Board of Trustees Institute of General Semantics
- 2008-2014 Member – Board of Trustees ETC.: A Review of General Semantics
- 2008-2009 Judge - Peer Review Process – Competitive Papers. Israel Communication Association (ISCA) Yearly Conference.
- 2005-2013 Member of the Editorial Board of EME: Explorations in Media Ecology (The Journal of the Media Ecology Association).
- 2004-2005 Member of the Competitive Program Review Committee, MEA: Media Ecology Association, for National Communication Association Convention
- 2000 Judge - Peer Review Process - Patuah (a journal about politics, communication and society), No. 4, September 2000.



7. Participation in Scholarly Conferences

a. Active Participation

Date	Name of Conference	Place	Title of Presentation	Role
September 20-22, 2024	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium: Communication, Consciousness and Culture	The Players Club, NYC	Prompting AI: The Language of Questions, Queries and Commands	Research Paper Presenter
April 27, 2024	Institute of General Semantics - Non-Aristotelian Perspectives, Ecological Approaches, and the Anthropocene II - Online Symposium	Online (by Zoom)	AI Art: Lost in Translation	Research Paper Presenter + Chair
June 22–25, 2023	Media Ecology Association – 24th Annual Convention	Fordham University Lincoln Center Campus, New York City	The artist as algorithm	Research Paper Presenter
April 29, 2023	The Institute of General Semantics - Ecologies of Mind, Media, and Meaning II - An Online Symposium	Online (by Zoom)	The Map is Not the Territory	Chair
October 7-9, 2022	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	The Players Club, NYC	A blessing in disguise? Aphantasia and abstraction in a hyper-visual world	Research Paper Presenter
October 1-3, 2021	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	The Players Club, NYC	Anti-Science, Insanity and Context Blindness	Research Paper Presenter
July 8-11, 2021	Media Ecology Association	By Zoom	Christine Nystrom’s Genes of Culture: A Roundtable Discussion on	Roundtable Participant



Date	Name of Conference	Place	Title of Presentation	Role
			the Publication of the First Volume of Her Collected Works	
June 27-30, 2019	Media Ecology Association	University of Toronto	Social media and ethics in an age of no-context	Research Paper Presenter
June 27-30, 2019	Media Ecology Association	University of Toronto	Response to the 2018 Korzybski Lecture, "Amazing Ourselves to Death"	Research Paper Presenter
October 21-23, 2016	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	Orality, Literacy and Cultural Identity: Spanish and Guarani in Paraguay	Research Paper Presenter
October 2-4, 2015	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	The Humanizing of Medicine through General Semantics	Research Paper Presenter
October 24-26, 2014	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	The Communication Panacea: General Semantics and Pediatrics	Research Paper Presenter
June 14-15, 2013	The George Gerbner Conference on Communication, Conflict and Aggression	Budapest, Hungary	The Normalization of Violence and War Photojournalism in Israel	Research Paper Presenter
October 30, 2010	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	Ami's Story: Narrative Medicine in Pediatrics	Research Paper Presenter
July 2010	IAMCR	Minho, Braga, Portugal	Narrative Medicine in Pediatrics	Research Paper Presenter
May 2-5, 2010	Inter-disciplinary.net Conference on Evil, Women and the Feminine	Prague	Sanctioned Female Violence	Research Paper Presenter



Date	Name of Conference	Place	Title of Presentation	Role
September 11-13, 2009	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	Combat Cuties: Representations of Women Soldiers in the Israeli Press	Research Paper Presenter
November 14-16, 2008	The Institute of General Semantics - Annual Alfred Korzybski Memorial Lecture and Symposium	Princeton Club, New York	In Praise of Delayed Reactions: Israel and the Culture of Talkbacks	Research Paper Presenter
July 2008	IAMCR	Stockholm	Military Macho to Moronic Metrosexual: The Portrayal of Men in Israeli Television Commercials	Research Paper Presenter
July 2007	IAMCR	Paris	Carmel Diaries: A Monopoly of Public Affairs on the Big Screen	Research Paper Presenter
July 2005	IAMCR	Taipei	Reversal of Values: The Concept of the Family in Israeli Television Commercials	Research Paper Presenter
July 2004	IAMCR	Porto Alegre, Brazil	Conservative Outlook and Liberal Reflection: Homosexuals in Israeli Television Commercials	Research Paper Presenter
November 2003	National Communication Association	Miami, FL	Literacy as Metaphor: A Multi-Ordinal Analysis	Research Paper Presenter
April 2002	Eastern Communication Association	New York	It's a Small World After All: Imagining the Global Village	Panel participant
November 1998	Media Ecology Conference	Williams Lake, NY	The Heroes of Judaism: Communication and Cultural Context	Research Paper Presenter
July 1998	International Communication Association	Jerusalem	Heroism and the Media in Jewish and Israeli History	Research Paper Presenter



Date	Name of Conference	Place	Title of Presentation	Role
October 16-21, 1994	European Society for Social Pediatrics	Jerusalem	Electronic Media: The Disappearance of Childhood?	Research Paper Presenter
October 12-14, 1990	New York State Speech Communication Association	Catskills, NY	Technology and Metaphors of Mind	Research Paper Presenter

8. Teaching

a. Courses Taught in Recent Years

Year	Course Name	Type	Degree
Multiple times throughout the years	The Stories We Tell	Lecture	B.A.
Multiple times throughout the years	Tell and Sell: Narrative and Values in Advertising	Seminar	B.A.
Multiple times throughout the years	The Image of Advertising and PR on Film and TV	Seminar	B.A.
Multiple times throughout the years	Media Ecology	Lecture	B.A.
Multiple times throughout the years	The Internet: Social and Political Implications	Lecture	B.A.
Multiple times throughout the years	Visual Language and Aesthetics	Lecture	B.A.
Multiple times throughout the years	English for Communication	Lecture/Workshop	
2016	Soft Skills (Habilidades Blandas)	Development and Teaching of course for SNPP (Servicio Nacional de Promoción Profesional) in Asunción, Paraguay (In Spanish).	Professional



b. **Supervision of Graduate Students**

Name of Student	Title of Thesis	Degree	Completion Date / in Progress	Students' Achievements
Anat Ringel-Raveh Tel Aviv University Faculty of the Arts	Surf and Think: Tools for Critical Thinking in the Internet Age	M.A.	June 19,2012	Thesis Grade: 92 Degree Grade: 95 (Cum Laude)

9. Professional Experience

- 2024 Participant in Semantic Reactions
Podcast of the Institute of General Semantics
Episode 26 on AI

- 2022 Member of the Board
National Highway Traffic Safety Administration Council (Moetzet HaRalbad)

- 2013-Present Member of the Board
"Women in the Picture" (Nashim Batmuna)
Organization for the Advancement of Women in the Visual Arts

- 2013 Appointment by the Minister of Communication as member of the Search Committee for
candidates for the position of Chair of the Council for Cable and Satellite
Communications.

- 2011-Present Board Member – Israel Peace Initiative

- 2011-2013 Member of Assembly (Representative – Public at Large)
Israel Press Council

- 2011 Head of Steering Committee – Journalism Section
Israel's 100 most influential women of the century
"Onlife" Website

- 2009 Consultant to Public Diplomacy and Branding team, Israel Foreign Ministry

- 2009 Member of the Board – Film and Television Schools Section, "Minhal Hatarbut," Israel
Ministry of Culture

- 2007-2013 Member - Board of Trustees
"Women in the Picture" (Nashim Batmuna)
Organization for the Advancement of Women in the Visual Arts

- 2005 Consultant to Israel's 2nd TV and Radio Authority toward the 2005 TV Tender

- 2005 Writing of Narration and Voice Over for Documentary Film by Director Dani Eshet. A
film About Philosopher Ben-Ami Scharfstein (Israel Prize Laureate 2005)



- 2005 Expert Witness for Lawsuit in Israel's Superior Court on Media, Social Marketing, and Traffic Accidents
- 2004-2007 Member of Advisory Board – Israel's 2nd TV and Radio Authority, Strategy and Research Department
- 2004 Consultant to Production Team and Talent of "EXIT" (a controversial TV Program for Children and Youth).
- 2003 Member, MOFET Research Center, Committee on the Teaching of Media in Teachers' Colleges.
- 2002 Judge, Ad Competition of Shoken Chain of Newspapers.
- 2002 Advisor and Guest Commentator on Israel's Channel 1 on Media Matters, Elections and Propaganda
- 2000-2006 Member of Israeli Film Board
Member of Criteria Committee
- 2000-2004 Advisor, Israel Educational Television, Selection of Children's Programs Purchased from Abroad
- 2000-2002 Member of IDF Spokesman Think Tank
- 2000 Peres Center for Peace, participation in "Changing Mindsets: Film and TV Projects for Peace" panel and working group, in the framework of the 3rd Annual Meeting of the International Board of Governors, Tel Aviv, September 11, 2000
- 2000 Member of Steering Committee on Media and Communication, Herzliya Conference on National Strength and Security, of the Interdisciplinary Center, December 2000
- 2000 "Pras Mefaked Galey Zahal" (Army Radio Best Programs Prize for the year), Judge (with Attorney Eli Zohar and Mr. Eitan Haber)
- 1999 Advisor, Adler, Chomsky & Warshawsky advertising agency, various projects: Modification of driving patterns in Israel (with Israel Discount Bank), Branding, Israel Business Conference (with Glob's newspaper)
- 1999 Academic Advisor to Educational Television's Staff of Program on Media and Violence
- 1995 Advisor, JCS Television, New Program on Local and Specialized TV Stations.
- 1995 Member, Steering Committee on the Teaching of Media in High school, Department of Technological Education, Israel Ministry of Education



PUBLICATIONS

* = Since previous academic rank

A. Ph.D. Dissertation

Title: Metaphor, Mind and Machine: An Assessment of the Sources of Metaphors of Mind in the Works of Selected Educational Theorists.

Date: 1991

Length: 309 pages

Language: English

Institution: New York University

Advisors: Prof. Christine Nystrom, Prof. Neil Postman

B. Scientific Books (Refereed)

a. Authored Books

Published

Where coauthored, all authors made an equal contribution.

1. *Berger, E. (2023). *Ceguera Contextual: La tecnología digital y la siguiente etapa de la evolución humana*. NY: Peter Lang. [Spanish].
2. *Berger, E. (2022). *Context Blindness: Digital Technology and the Next Stage of Human Evolution*. NY: Peter Lang.
Winner of The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction.
3. *Berger, E. & Berger, I. (2014). *The Communication Panacea: Pediatrics and General Semantics*. TX: The New Non-Aristotelian Library, Institute of General Semantics.

b. Other Scientific Publications:

Published

1. Berger, E. (1994). *Introduction to Communication*. Tel Aviv: Misrad Habitahon - Ministry of Defense Publishers. (Hebrew).



C. Articles in Refereed Journals

Where coauthored, all authors have an equal contribution aside from Shoval et al. where author order is by relative contribution.

Published

1. *Eshet, E., & **Berger**, E. (2023). HashtagThis: #FreePalestine, political positions, and social media trends. *ETC: A Review of General Semantics*, 80(4), 503-506.
2. *Berger, E. (2020). Contextualizing monuments and movies: Iconoclasm through the lenses of media ecology and general semantics. *ETC: A Review of General Semantics*, 77(1-2), 47-53.
- 2a. *Berger, E. (2020). Contextualizing monuments and movies: Iconoclasm through the lenses of media ecology and general semantics. *Anekaant: A Journal of Polysemic Thought*, 12, 35-38.
3. ***Berger**, E., Logan, R., Miroshnichenko, A., & Ringel, A. (2019). MEDIACY: A way to enrich media literacy. *Journal of Media Literacy Education*, 11(3), 85-90.
4. *Berger, E. (2018-2019). Orality, literacy, and cultural identity: Spanish and Guarani in Paraguay. *Anekaant: A Journal of Polysemic Thought*, 8, 85-88.
5. *Berger, E. (2018). Book review of Moran, T. P. (2010). Introduction to the history of communication: Evolutions and revolutions. New York: Peter Lang. *Explorations in Media Ecology*, 16(4), 361-363.
6. ***Berger**, E., & Naaman, D. (2011). Combat cuties: Photographs of Israeli women soldiers in the Israeli press since the 2006 Lebanon War. *Media, War and Conflict*, 4(3), 269-286.
7. *Berger, E. (2010). Recapitulation, medical imaging technologies and media of communication: The medium is the message. *EME: Explorations in Media Ecology*, 9(4), 225-237.
8. *Berger, E. (2009). Timebinding lost: Readers' forums and the decline of rational debate in Israel. *ETC: A Review of General Semantics*, 66(1).
9. ***Berger**, E., & Lavie-Dinur, A. (2007). Conservative outlook and liberal reflection: Homosexuals in Israeli television commercials. *EME: Explorations in Media Ecology*, 6(1), 35-48.



10. *Shoval, G., Zalsman, G., Polakevitch, J., Shtein, N., Sommerfeld, E., **Berger**, E., & Apter, A. (2005). Effect of the broadcast of a television documentary about a teenager's suicide in Israel on suicidal behavior and methods. *Crisis*, 26(1), 20-24.
11. *Berger, E. (2004). The exhaustion of the literacy metaphor in education. *EME: Explorations in Media Ecology*, 3(2), 131-137.

D. Articles or Chapters in Scientific Books

Published

1. *Berger, E., & Berger, I. (2012). Hassan, Ami, and Dalia's mom: Narrative medicine in pediatrics. In R. Ahmed & B. Bates (Eds.), *Medical communication in clinical contexts*. Dubuque, IA: Kendall Hunt.
2. *Berger, E. (2008). The Postmanian dialogue: Education on TV, for TV and about TV. In N. Aloni (Ed.), *Empowering dialogues in humanistic education: Theoretical and practical aspects*. Bnei Brak: Hakibbutz Hameuchad Publishers, Ltd., Sifriat Kav Adom. [Hebrew]
3. *Berger, E. (2008). Orality v. monotheism or media v. narratives: Biblical heroes and the media environment of the spoken word. In S. Drucker & G. Gumpert (Eds.), *Heroes in a global world*. NJ: Hampton Press.
4. *Berger, E. (2002). Quality radio in an age of multiple channels. In *Galey Zahal – Speaking from the front*. Tel Aviv: Miskal – Yedioth Aharanoth Books and Chemed Books. [Hebrew]

E. Articles in Conference Proceedings

Published

1. *Berger, E. (2008). Military macho to moronic metrosexual: The portrayal of men in Israeli television commercials. In *Gender and media*. Moscow: Faculty of Journalism, Lomonossov Moscow State University.
2. *Berger, E. (2007/2008). In praise of delayed reactions: Israel and the culture of talkbacks. *General Semantics Bulletin*, 74/75.
3. *Berger, E. (2002). It's a small world after all: The language of globalization. *Speech Communication Annual*, XVI, 123-130.



4. **Berger, E., & Berger, I. (1997).** Electronic media: The disappearance of childhood? *Anales Medicos: Revista de la Asociación Medica del American British Cowdray Hospital*, 42(3). [Spanish]

F. Other Publications

Published

Textbooks and programs of study

1. *Environments speak: *Education in the media age*. (Co-author). (2003). Tel Aviv: Mofet Publishers. [Hebrew]
2. *Media and society: *Teachers guide for the teaching of media in high school* (co-author). (2001). Ministry of Education, Mapat-Amal. [Hebrew]
3. History of communication. (1995). In Teachers guide for the teaching of media in high school (12th grade). Ministry of Education, Culture and Sports, Science and Technology Department, The Center for Technological Education, Holon, Israel. [Hebrew]

Newspaper Articles (Print and Electronic)

1. *Berger, E. (2024, June 10). Will the age of hashtags become the age of AI prompts? Jerusalem Post.
2. *Berger, E. (2024, February 12). Universities are not antisemitic – they are context blind. Jerusalem Post.
3. *Berger, E. (2023, April 1). How Israel's protests are dividing mainstream media. An interview on Al Jazeera English's The Listening Post.
4. *Berger, E. (2015, March 8). The media wars in Israel towards the March 2015 elections. An interview on Al Jazeera English's The Listening Post.
5. *Berger, E. (2012, February 13). The race to doom: Nowhere to run. Yedioth Aharonoth Daily Newspaper.
6. *Berger, E. (2011, June 6). From slavery to freedom: An empty metaphor in Israel's media this Passover. The Seventh Eye (Media Criticism Site).
7. *Berger, E. (2011, April 16). Sara's voice in Israel's modern-day binding of Isaac. Ynet, Yedioth Aharonot Daily Newspaper On-line Edition.



8. *Berger, E. (2009, August 30). Down the vulgar slippery slope. Yedioth Aharonoth Daily Newspaper.
9. *Berger, E. (2009, January 7). Between propaganda and information. Yedioth Aharonoth Daily Newspaper.
10. *Berger, E. (2008, November 30). Passivity kills. Yedioth Aharonoth Daily Newspaper.
11. *Berger, E. (2008, August 19). Blue-eyed four-year-olds. Yedioth Aharonoth Daily Newspaper.
12. *Berger, E. (2008, March 9). Soldier, tidy up!: You're on reality TV. NRG, Ma'ariv Daily Newspaper On-line Edition.
13. *Berger, E. (2008, January 31). A good start: Cameras for Sderot youth. Yedioth Aharonoth Daily Newspaper.
14. *Berger, E. (2004, November 5). The media's dual game: Television's role in the coverage of U.S. elections in 2004. Yedioth Aharonot Daily Newspaper, Weekend Magazine.
15. *Berger, E. (2001, June 26). Photo-op for the Israeli Secret Service. Ynet, Yedioth Aharonot Daily Newspaper On-line Edition.